

# HISPANIC MILLENNIALS REPORT BUYING TRENDS

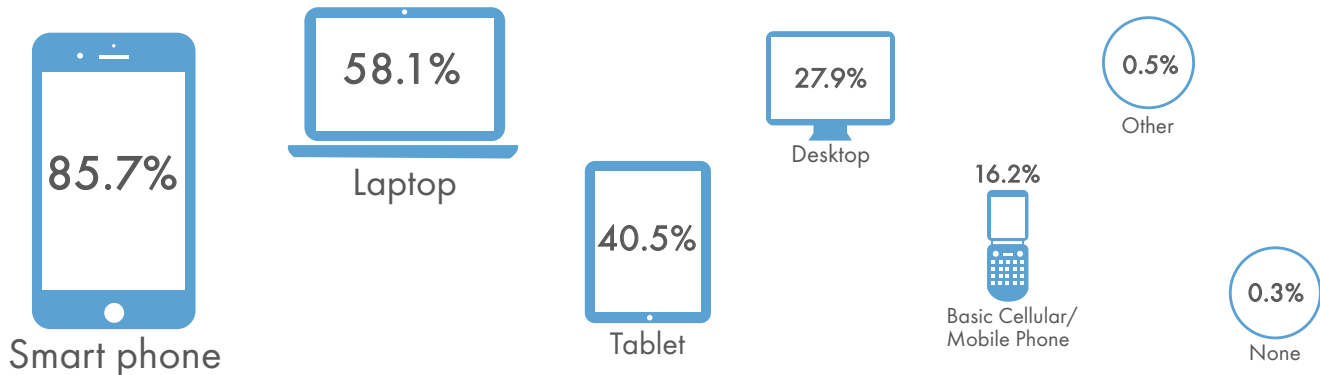
## FULL RESEARCH:

Marketing to Hispanic Millennials requires grasping this group's behaviors and cultural subtleties. As the U.S. economy continues to strengthen, Hispanics represent the fastest rising part of multicultural consumers, whose buying potential remains untapped (\$1.5 trillion in 2015 according to Pew Research).

Census data indicates the Hispanic population will grow from 16.6 million people in 2010 to 66.3 million in 2020.

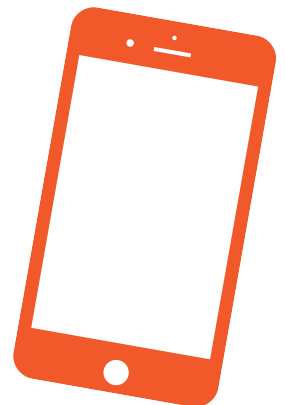
Thus, their purchasing power will only increase into the future as they follow the American dream and strive for greater upward mobility.

Please list all of the devices for which you have internet access



Which of the following statements best describes you?

- ▶ I have a mobile or smartphone that can access the internet, and I use the internet on my phone regularly 80.2%
- ▶ I have a mobile or smartphone that can access the internet, and I use the Internet on my phone occasionally 12.8%
- ▶ I have a mobile or smartphone, but it can't access the internet 3.3%
- ▶ I have a mobile or smartphone that can access the internet, but I don't use the internet on my phone 2.4%
- ▶ I don't have a mobile or smartphone 1.4%



Hispanics view technology as a natural extension of their personal connections. This is evidenced by their high rate of smartphone ownership (85.7%). Further, more than 80% of Hispanic Millennials use their smartphones to regularly connect to the internet (see chart on pg.1).

These numbers indicate Hispanic Millennials literally hold the power to connect with mobile-minded brands in the palms of their hands.

## Facebook

**Several times a day 49.8%**

Once a day 18.6%

A few times a week 11.6%

Less than once a week 2.6%

Never/Don't have an account 16.9%



## Twitter

Several times a day 21.9%

Once a day 8.6%

A few times a week 6.2%

Less than once a week 4%

Never/Don't have an account 51.9%



## Instagram

Several times a day 22%

Once a day 24.1%

A few times a week 8.8%

Less than once a week 1.2%

Never/Don't have an account 35.3%



## Snapchat

Several times a day 13.8%

Once a day 6.9%

A few times a week 4.3%

Less than once a week 2.9%

Never/Don't have an account 49.5%



## Email

**Several times a day 50.2%**

Once a day 26%

A few times a week 11.4%

Less than once a week 3.8%

Never/Don't have an account 8.6%



## Text Messaging

**Several times a day 84.3%**

Once a day 8.8%

A few times a week 3.4%

Less than once a week 1%

Never/Don't have an account 2.4%



So, how do Hispanic Millennials use technology to express their culture? They prefer Facebook, Twitter and SMS (84.3%, see chart). As we stated previously, their language understandably ranges from primarily Spanish to only English with the majority falling into the bilingual space.

## Text messaging provider(s) used

<b>Text/SMS 88.1%</b>	Snapchat <b>14.1%</b>
Facebook Messenger <b>58.9%</b>	KiK <b>8.6%</b>
WhatsApp <b>49.1%</b>	Other <b>0.7%</b>
Line <b>16.2%</b>	

When looking at how Hispanic Millennials get their entertainment, it is important to consider this cohort is significantly younger than their general market counterparts. The median age for Hispanics is 27 while the median age for the U.S. population is 37. These Millennials represent 21% of all U.S. Millennials and will comprise almost 25% of all Millennials by 2020 (2010 Census data).

So, what does this mean for brands? Marketers will need to go beyond just posting Spanish-language content, but also look at ways to blend Hispanic culture into their messaging to attract Hispanic Millennials, while not forgetting general market consumers.

### Watch network television stations available over-the-air

**Everyday 43%**

Around once or twice a week **21.9%**

A few times a month **7.6%**

Once a month or less **5.5%**

Never/Don't have this service **22%**



### Watch cable or satellite television stations

**Everyday 37.5%**

Around once or twice a week **17.7%**

A few times a month **9.8%**

Once a month or less **4.6%**

Never/Don't have this service **30.5%**



### Watch non-traditional TV/Movie providers (video streaming providers)

**Everyday 15.9%**

Around once or twice a week **26.2%**

A few times a month **18.3%**

Once a month or less **10.3%**

Never/Don't have this service **29.3%**



### Listen to traditional, over-the-air radio stations

**Everyday 55.3%**

Around once or twice a week **21%**

A few times a month **10%**

Once a month **5.2%**

Never/Don't have an account **8.4%**



## Listen to non-traditional, internet music providers (music streaming providers)

Everyday **32.7%**

Around once or twice a week **21.5%**

A few times a month **11%**

Once a month **6%**

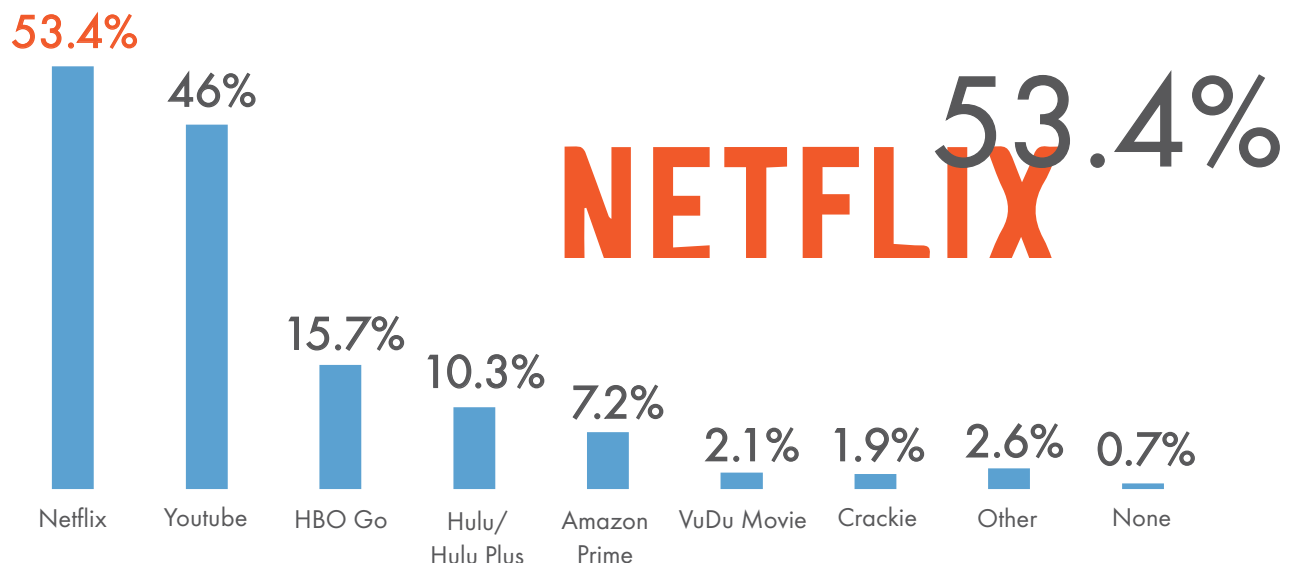
Never/Don't have an account **28.6%**



To ensure that brands get noticed, marketing and advertising should be culturally relevant. Here, bilingual content makes sense, since **45 % of Hispanic Millennials prefer to consume their entertainment this way.**

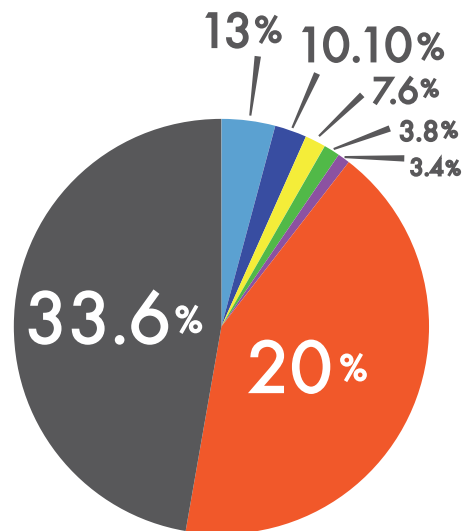
The idea that Spanish should always be used to engage U.S. Hispanics online is an outdated notion. When it comes to language online, this audience is truly bilingual. To explore the use of each language, we looked at search trends and how our respondents use language at home and online. We found that Spanish language searches are on the rise. The number of Spanish keyword searches has increased from about 65% to 200% across key categories, such as auto, food, beauty, and others, between 2011 and 2014, yet, our survey found that Spanish-dominant speakers often use English online. While 28% of our respondents are Spanish-dominant at home, only 16% said they use Spanish most or all of the time when online. At the same time, 31% identified as English-dominant at home, and more than half (52%) said they use English most or all of the time when online (see chart). Beyond that, 94% of respondents said they felt comfortable consuming English content online for at least one common online activity (sharing, shopping, or researching).

You mentioned you watch non-traditional TV/Move providers, video streaming providers, please select all of the ones you use, for personal use.



## What device or service do you use to watch video streamed TV and/or movies?

- ▶ Google ChromeCast
- ▶ Game Console (Xbox, PlayStation, Wii)
- ▶ Apple TV
- ▶ Amazon Fire TV
- ▶ Netgear
- ▶ Roku
- ▶ Other



You mentioned you listen to non-traditional, Internet music providers. Please select all of the ones you use, for personal use.

- ▶ Pandora 56.5%
- ▶ iTunes 23.8%
- ▶ Spotify 18.6%
- ▶ Amazon 8.1%
- ▶ Google Play Music 7%
- ▶ iHeart 6.7%
- ▶ Radio Music 5%
- ▶ Rhapsody 2.2%
- ▶ Beats Music 1.9%
- ▶ YouTube 0.8%
- ▶ Other 2%
- ▶ None at all 0.3%



When done correctly, brands that use culturally-tuned marketing and advertising can have a force multiplier effect for the entire purchasing experience (research, shopping and sharing) for Hispanic Millennials.